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City of Barrie

Final

Infrastructure and Community Investment Committee

Wednesday, January 24, 2024 | **6:00 PM** | **Council Chambers/Virtual**

INFRASTRUCTURE AND COMMUNITY INVESTMENT COMMITTEE REPORT
For consideration by General Committee on February 7, 2024.

The meeting was called to order by the Chair, Councillor, B. Hamilton at 6:00 p.m. The following were in attendance for the meeting:

Present: 5 - Mayor, A. Nuttall
Deputy Mayor, R. Thomson
Councillor, B. Hamilton
Councillor, N. Nigussie
Councillor, C. Riepma

ALSO PRESENT:
Councillor, C. Nixon
Councillor, A.M. Kungl
Councillor, A. Courser
Councillor, G. Harvey.

STAFF:
Chief Administrative Officer, M. Prowse
Chief Financial Officer, C. Millar
City Clerk/Director of Legislative and Court Services, W. Cooke
Deputy City Clerk, T. McArthur
Director of Corporate Facilities, R. Pews
Director of Economic and Creative Development, S. Schlichter
Director of Legal Services, I. Peters
Director of Transit and Parking Strategy, B. Forsyth
Executive Director of Access Barrie, R. James-Reid
General Manager of Community and Corporate Services, D. McAlpine
General Manager of Infrastructure and Growth Management, B. Araniyasundaran
Legislative Coordinator, T. Maynard
Senior Policy Advisor and Special Projects Coordinator, E. Chappell
Service Desk Generalist, K. Kovacs.

The Infrastructure and Community Investment Committee met and reports as follows:

SECTION "A"

PRESENTATION BY REPRESENTATIVES OF THE KEMPENFEST (BARRIE) INC. BOARD OF DIRECTORS CONCERNING THE KEMPENFEST 2023 SPONSORSHIP REPORT

Bob Stone, Chair of Kempenfest (Barrie) Inc. introduced the Board members for Kempenfest (Barrie) Inc. to members of Committee.

Mr. Stone and Paul Fairley, Marketing and Sponsorship Coordinator, provided a presentation concerning the Kempenfest 2023 Sponsorship Report, plans for Kempenfest 2024, and the sustainability and future longevity of the festival.

Mr. Fairley and Mr. Stone discussed slides concerning the following topics:

- An overview of Kempenfest, Barrie's signature festival;
- The following data collected from the 2023 festival:
    - Tourism attendance vs. local attendance;
    - Tourist overnight stays at short term rentals, family and friends, hotels and other;
    - Audience Demographics;
    - How patrons heard of the event;
    - The Marketing Reach through Meta and YouTube and digital campaigns;
    - What patrons liked and disliked about the event;
    - Audience Approval 2023;
    - Daily attendance;
    - Patron Group Sizes; and
    - Total economic impact.
- The Board's goals to make the 2024 Kempenfest event better, not bigger;
- The budget balanced financial forecast or balanced budget for 2024 passed at the Board's January meeting; and
- Funding to hire a researcher to do a comprehensive analysis of Kempenfelt 2024 by gathering data at this summer's event.

Members of Committee asked a number of questions to the Board members of Kempenfest (Barrie) Inc. and City staff and received responses.

The Infrastructure and Community Investment Committee met and recommends adoption of the following recommendation(s):

SECTION "B"

STUDY - SUSTAINABILITY AND FUTURE OF KEMPENFEST

That staff be directed to work with the Board and organizers of Kempenfest, along with Tourism Barrie, on ways to address the potential event changes outlined during the presentation of the Kempenfest 2023 Sponsorship Report as well as the potential to conduct a study related to financial performance, tourism, general perception of individuals visiting Kempenfest, and report back on opportunities to address the potential event changes and the study, including funding options.

This matter was recommended (Section "B") to General Committee for consideration of adoption at its meeting to be held on 2024-02-07.

The Infrastructure and Community Investment Committee met and reports as follows:

SECTION "C"

REPORT OF THE ACTIVE TRANSPORTATION AND SUSTAINABILITY COMMITTEE DATED DECEMBER 7, 2023

The Report of the Active Transportation and Sustainability Committee dated December 7, 2023 was received. (File: C05)

The Infrastructure and Community Investment Committee met and recommends adoption of the following recommendation(s):

SECTION "D"

BARRIE ALLANDALE TRANSIT TERMINAL PUBLIC ART COMMISSION

1. That the artwork, Exhale, by Studio F Minus, as shown in Appendix “A” to the Report to the Infrastructure and Community Investment Committee dated January 24, 2024, concerning the Barrie Allandale Transit Terminal Public Art Commission for the public art commission, be approved as the selected artwork for the proposed Barrie Allandale Transit Terminal (Corporate Project #FC1206).

2. That the Mayor and City Clerk be authorized to execute agreements relevant to the installation satisfactory to the Director of Legal Services, the Director of Economic and Creative Development and the Director of Corporate Facilities.

This matter was recommended (Section "D") to General Committee for consideration of adoption at its meeting to be held on 2024-02-07.

ADJOURNMENT

The meeting adjourned at 6:57 p.m.

CHAIRMAN